

How to Generate Publicity for your 2017 History Week Event

1. Identify Opportunities for Publicity

Publicity can be a great tool for attracting interest in your event. Opportunities exist in places such as:

- Local newspapers, local community radio stations;
- Specialist publications;
- Your own organisation's publication/newsletter;
- Community notice boards – at RSLs, libraries, community centres, shopping centres etc;
- Community websites and email lists from your member database;
- Free event listings in newspapers (local newspapers usually need information one week in advance of their publication date, and metropolitan newspapers like to get event information several weeks in advance);
- Social media - does your organisation have a Facebook or Twitter account?
- The History Council of NSWs' (HCNSW) online channels including its website, e-newsletter, Facebook and Twitter. Contact admin@historycouncilnsw.org.au to list your event.

2. Choose a Spokesperson

- Appoint a person associated within your organisation to be available for media interviews associated with your History Week event;
- Ensure this spokesperson is enthusiastic and knows enough information about the event and the history of the event/organisation to answer questions from the media;
- Brief them about your organisation, the History Week activity, its association with the HCNSW, and reasons why the community should participate in your activity during History Week;
- Ensure that this person is contactable at ALL times (even after hours) in case of enquiries from the media.

3. Contacting Newspapers/Specialist Publications

- Look in local newspapers for contact details of journalists and editors. It is always best to call first. Introduce yourself and provide a summary of your History Week event;
- If you have the opportunity, state why this event is important and why the community would be interested in knowing about this event;
- Ask for contact details of who you should send your media release to, and ask when they would like your release by in accordance to their publication deadlines;
- If you are intending to send a picture or photos with your media release, ask what file format they would prefer the image to be in.

4. Contacting local Radio and Television Stations

- Search your local radio station's website to find contact details;

- Call your local radio/ television station and ask to speak to the person you have identified as the appropriate contact;
- Explain to them that you wish to have your History Week event mentioned on their radio program, and ask them the name and contact details of who to send your media release to;
- Radio news and events updates are very flexible and often can be changed up to the very minute before broadcast.

5. Media Release Template

A media release template can be found on the HCNSW website. Essential information includes:

- date, venue, time, cost (if any), name of event;
- contact person;
- editorial information: description of the event, the significance to the community;
- images: your media release will be much more print worthy if you can include a picture – check with the paper the correct file formats. Ensure you include appropriate acknowledgements.

We ask you to use the template provided for all History Week releases.

6. Follow up the journalists to whom you have sent your media release

- Once you have sent your media release, contact the journalist to whom you sent the media release, within 24 hours, and check they have received all your information;
- Ask the journalist if they would like any further information, and ask if they are interested in interviewing your event spokesperson;
- If the outcome of your conversation is positive, thank the journalist for their support.

7. Brand your History Week event

- Please remember to mention History Week in any media information you develop. The HCNSW has promotional material including a postcard and poster for History Week 2017, which you can download at www.historyweek.com.au or email admin@historycouncilnsw.org.au to request copies be sent by mail.
- **Official wording: This is an official event of History Week 2017, supported by the History Council of NSW.**
- Consider, wherever possible, including the HCNSW logo alongside the logo of your organisation on any promotional material you may be using. The logo can be downloaded at www.historyweek.com.au.
- If you have a website or are publicising your event on a website, provide a hyperlink to www.historyweek.com.au or the HCNSW www.historycouncilnsw.org.au.

8. Collect your media coverage

- Collect or record all the media coverage on your History Week event;
- Keep any photos that you have taken of your event to use for generating media coverage for future History Week events and also for posterity;
- Send any media articles or descriptions to: executive@historycouncilnsw.org.au or mail them to PO Box R1737, Royal Exchange, NSW, 1225;
- Any information helps the HCNSW to plan for History Week 2018, and will also help the HCNSW assist your organisation with next year's media coverage.